



October 26, 2015

WIC Breastfeeding Report

The Montana WIC program has succeeded in completing its first annual [Breastfeeding Surveillance Report](#), including data on WIC participants from 2010-2013. The report summarizes breastfeeding trends including initiation and duration through 12 months of age for all infants during this time period and also looks at what a difference the Peer Counseling program makes (huge!). Please forward to any local partners, stakeholders, or any other interested parties. We will update this data annually and continue to provide our local agencies with their data as well. Thanks to Chris Fogelman for working through this project!

New Template for Nutrition Plans

A template was created and placed on the WIC website, to aid in nutrition education plans. Please [review and use this template](#). It is called Nutrition Plan Template.

New Education Topic

Some changes have occurred with the education topics. Please reset local reference data to get the changes. Thanks.

Participant Booklet Redo

Due to federally mandated changes, the participant booklet has been changed. We do not expect the changes to affect what participants can or cannot purchase, the changes are just clarifications. If you would like to adjust your Forms Order, please email Kelly at KAughney@mt.gov. Please respond by Friday, October 30. The new booklets will be available in about three months, please plan your orders accordingly.

November Outreach Idea

With the Holidays right around the corner, people are in the spirit of giving and WIC participation may decline. Thus, program outreach requires even more consideration. For the month of November, focus your outreach on local medical clinics, public home health staff/nurses, and child/ adult food care programs. Thank you everyone for all the work you do, especially as we come upon this busy holiday season.

Children's Trust Fund Abusive Head Trauma Prevention Survey

The Montana Children's Trust Fund is seeking information about what kinds of Abusive Head Trauma prevention education are currently being provided in the state of Montana. Abusive Head Trauma, also known as Shaken Baby Syndrome, is a common form of child abuse that occurs when a parent or caregiver shakes a baby out of frustration or anger, causing injuries that can lead to long term disability or even death.

Fortunately, there are many types of educational and skill building messages that can be delivered to parents and caregivers to help prevent this tragic form of abuse.

The link below is to an electronic survey designed to assess any activities your organization conducts that educate parents and caregivers about Abusive Head Trauma prevention. The survey also seeks to assess what additional resources you would suggest the Children's Trust Fund might provide to increase knowledge and awareness of this issue in Montana. The survey is only 13 questions long and should take no more than 15 minutes to complete. Your responses will be kept confidential and analyzed in aggregate with other family-serving organizations around the state. Please complete the survey by Friday, October 30th. Thank you for your participation and input!

To take the survey, follow this link:

<https://www.surveymonkey.com/r/ahtMT>

Join the 2016 NWA Conference Planning Committee

The NWA 2016 Annual Education and Training Conference will be held in Cincinnati, OH from May 22-25, 2016. Conference Planning Committee Co-chairs are seeking individuals to fill the following vacancies on the committee:

- A Local Agency Director: Any local agency WIC director or designee;
- A Nutrition Services Representative: Any state-level or local-level WIC nutritionist;
- A Native American Representative: Any Indian Tribal Organization WIC staff;
- Three At-Large Members: Any state or local agency WIC staff

Each individual will be asked to chair/co-chair one of the conference planning subcommittees and participate in monthly conference calls. To apply, please [fill out the application form](#) and return it to Robert Lee at rllee@nwica.org and copy Nayeli Lucero at nlucero@nwica.org by COB Monday, November 2, 2015.

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Help us keep the distribution list updated - send e-mail address changes, additions and deletions to the WIC State Office at 1-800-433-4298.

